



Wintec

WAIKATO INSTITUTE OF TECHNOLOGY

Te Kuratini o Waikato

Applied Management Conference

**Bachelor of Applied Management
and associated
Graduate Diploma programmes**

30-31 October 2017

Book of Abstracts

EVENTS ROOM 1 - Monday 30 October 2017

Session 1	8.15am		Session 1 students arrive	Research title		
	8.30am	Ops & Prod	Pankaj Mehra	Factors to be considered when providing a portal to assist restaurant operations		
	8.50am		Gurpreet Singh	Matching demand and supply to maximise profit in "Frankton Fresh"		
	9.10am		Deevyesh Deepak Upadhyaya	Investigating sustainability of victoria Street Salvation Army store		
	9.30am		Dagang Xu	Effective operations management for selling fresh produce in Newsave Supermarket		
	9.50am		Theodore Paul	evaluation of Silverdale Produce Planet's supply chain management		
10.10am		Morning tea				
Session 2			Session 2 students arrive	Research title		
	10.40am	Ops & Prod	Puneet Sharma	Best strategies for increasing customer base at silverdale Produce Planet		
	11.00am		Lokesh Balasubramanian	Analysis of aircraft arrival and delay times		
	11.20am		Deepak Deepak	supply chain management practices at Momento café		
	11.40am	S&M	Manjit Kaur PA			
	12noon		Manpreet Kaur PA	Defining Importing and Exporting of Indian Products in Vege King		
12.20pm		Lunch				
Session 3			Session 3 students arrive	Research title		
	1.00pm	Accounting	Danielle Young	Evaluation of software system implementation in an SME changes in charities accounting standard in New Zealand		
	1.20pm		Aneeta Chettaniyil Prince			
	1.40pm		Julie Anne Cruz	An analysis of how future investors and small financial institutions in New Zealand can avoid the effect of double taxation on corporate profits.		
	2.00pm		Jaspinder Kaur	The Impact of Customer Satisfaction on Sales Revenue		

2.20pm	Ashleigh Fong	The importance of budgeting and using internal and external controls in the second hand car dealership industry		
2.40pm	Afternoon tea			

EVENTS ROOM 2 - Monday 30 October 2017

Session 1	8.15am		Session 1 students arrive	Research title		
	8.30am	Accounting	Rebekah Potter	CRS- Effective or just a hassle for banking staff		
	8.50am		Theresa Vuna	Investigate, assess and evaluate annual report disclosures using disclosure index		
	9.10am		Catherine Carlaw	Exploration of Common Reasons behind SME Failure in NZ between 2006 – 2016		
	9.30am		Elena Carroll	The implications of tax on a small business In new zealand		
	9.50am		Kelsey Cheshire	Corporate Social Responsibility and Profitability: The New Zealand Banking Sector		
10.10am	Morning tea					
Session 2	10.20am		Session 2 students arrive	Research title		
	10.40am	Accounting	Hannah Fielding	Impact of capital gains tax policy on the New Zealand housing market		
	11.00am		Jennifer Gordula	The Effects of Ethnic and Gender Diversity in Accounting Firms in New Zealand		
	11.20am		Astrid Guicherit	Forensic Accounting:What skills, education, and/or experience do New Zealand employers look for?		
	11.40am		Hachintu Hamukombo	How to manage productivity of accounting firms with increased diversity in New Zealand workforce		
	12noon		Amala Varghese	Difference in Social and Environmental Disclosure between Profit and Non-profit Organisations		
12.20pm	Lunch					
Session 3	12.30pm		Session 3 students arrive	Research title		
	1.00pm	Accounting	Hayley Lovelock	Agile Workspaces in an Accounting firm		
	1.20pm		Kishankumar Patel	THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) DISCLOSURE ON FINANCIAL PERFORMANCE OF INDUSTRIAL COMPANIES IN NEW ZEALAND		
	1.40pm		Aishwarya Arora	The impact of new financial reporting standards on charities in New Zealand		

	2.00pm	Aman Manocha	financial reporting in charities of NZ		
	2.20pm	Jordan Redpath	Issues in Converting to the Xero Accounting System Platform		
	2.40pm	Afternoon tea			
Session 4	2.50pm	Session 4 students arrive		Research title	
	3.10pm	Cindi O'Sullivan	WHY CHANGE FROM ONE ACCOUNTING SYSTEM TO ANOTHER?		
	3.30pm	Nick Peebles	The Factors of Demand for Voluntary Audits by Small Companies and SME's Within NZ		
	3.50pm	Mark Pledger	Housing Affordability in New Zealand – Evaluation of the issue and a package of reform		
	4.10pm	Rohit Ranjit	Impact of Inventory Management on vaping business		
	4.30pm	Gurjant Singh	Impact of corporate social responsibility on financial performance of New Zealand companies		
	4.50pm	Melanie Weal	AUDIT EXPECTATION GAP: EXPLORING THE EXPECTATION		

EVENTS ROOM 1 - Tuesday 31 October 2017

Session 1	8.15am	Session 1 students arrive		Research title	
	8.30am	Sales & Marketing	Mingran Bao	Analysis of Customer Satisfaction in Classic Motel	
	8.50am		Cavina Sabina Barreto	Improvising (sic) the Brand Image at Hell Pizza	
	9.10am		Karanpreet Singh Bedi	CUSTOMER SATISFACTION IN LIQUOR STORE ON THE OUTSKIRTS OF HAMILTON	
	9.30am		Shaokai Deng	How can Magic Chinese Health Massage shop survive and develop itself in the competitions of marketplace?	
	9.50am	Events	Qin Feng	Marketing strategies to expand Wintec Venues and to attract new clients	
	10.10am	Morning tea			
		Session 2 students arrive		Research title	
	10.40am		Danilo Cordova Apablaza	Increase business opportunity for "Furnace Restaurant & Bar". Health and safety plan for a new central kitchen	

Session 2	11.00am	Event Mgmt	Gina Salvo Retamales	Winebox Valparaíso Chile		
	11.20am		Jian Guo	The Experiences in Participating in DGR 2017, Hamilton:An EMT Application on the Participating Riders		
	11.40am	I & E	Siheng Zeng	Looking at creative and innovative ways in which a small company could grow		
	12noon	S & M	Yuan Cheng	Marketing and promoting of the design and cartoon works		
	12.20pm		Lunch			
Session 3			Session 3 students arrive	Research title		
	1.00pm	Retail Mgmt	Namit Guglani	How to increase sales at Z energy		
	1.20pm		Manvir Singh Kalkat	How new strategies, different promotional tools and CRM are useful for improving sales		
	1.40pm		Jikhil Kuthanapillil John	Customer Satisfaction in Dominos		
	2.00pm		Buddhika Chathuranga Udugama	The Brand Outlet Security Enhancement		
	2.20pm	HRM	Katie-Anne Dimond	A Strategy for Competing in the Tourism Education Sector		
	2.45pm		Afternoon tea			
Session 4			Session 4 students arrive	Research title		
	3.10pm	Events	Rosie Lee	How a rating system impacts on the quality of goods and services and satisfaction level of customers.		
	3.30pm	I & E	Balvinder Singh	Setting up an ethnic beer shop		
	3.50pm		Navjot Singh	BUSINESS PLAN ON INDIAN DHABA		
	4.10pm	S & M	HuaDong Liu	Analysis of the impact of advertising and the use of social media regarding product sales in Sue-E Furniture		

EVENTS ROOM 2 - Tuesday 31 October 2017

Session 1	8.15am		Session 1 students arrive	Research title		
	8.30am	Events	Yaosheng Xu	An investigation into good practice on event management for an online event		
	8.50am		Junhao Lin	Case study : The WCSA Talent Show An analysis of event management best practice		
	9.10am		Zirong Ma	The reasons for the decline of festival attendees and the link to audience satisfaction		

	9.30am		Cindy Wang	An analyse of the use of social media in event marketing		
	9.50am		Tracey Geyer	To analyse the marketing channels used by Fielddays to communicate information to the public		
	10.10am		Morning tea			
Session 2			Session 2 students arrive	Research title		
	10.40am	Strat Mgmt	Rochelle Desiree Amara	Valuable activities of that would lead to sustained competitive advantage.		
	11.00am		Pieter Moolman	Proposal for Strategic Plan		
	11.20am		Karl Bentley	Strategic Plan		
	11.40am	Ops	William Graham	An Investigation into what Educational Resources are Available to Employers		
	12.20pm		Lunch			
Session 3			Session 3 students arrive	Research title		
	1.00pm	HRM	Onalia Hermiz	Implementation plan of Health & Safety Processes		
	1.20pm		Sanah Ali	An analysis of the effectiveness of the health and safety system being used by an organisation		
	1.40pm		Laura Jenkins	Equipping staff to Manage Unexpected Crisis		
	2.00pm		Chervonne Draven			
	2.20pm	Events	Rentia Deyzel	Developing a corporate team profile		
	2.45pm		Afternoon tea			
Session 4			Session 4 students arrive	Research title		
	3.10pm	Accounting	Hayden Megchelse	A review of the process in relation to the efficiency of completing the monthly reporting required		
	3.30pm		Harpreet Singh	Are the upcoming changes on provisional tax favourable?		
	3.50pm		Vishal Sood	The impact of Inventory Management System on Profitability of a small Liquor store.		
	4.10pm		Ojashve Kumar Tiwari			

LONG ROOM 1 - Tuesday 31 October 2017

Session 1	8.15am		Session 1 students arrive	Research title		
	8.30am	Sales & Marketing	Diamond Thind	Methods to attract customers In Car wash:		
	8.50am		Sonam Mahajan	Customer satisfaction issues at Hells Pizza		
	9.10am		Umashankar Ramalingam			
	9.30am		Binita Shrestha	Customer satisfaction		
	9.50am		Md. Aqib Hassan	Marketing strategy to improve customer satisfaction		
10.10am			Morning tea			
Session 2			Session 2 students arrive	Research title		
	10.40am	Sales & Marketing	Fei Wang	How to expand and retain the customer base for New Save		
	11.00am		Haiwen Ye	An investigation of the appropriate marketing strategies to attract more customers, more repeat business, and to launch a new organic product .		
	11.20am		Dijin Lu	Analysis of drivers of customer satisfaction in the clothing store's e-commerce		
	11.40am		Sam Kansra	ISSUES AND BENEFITS OF CUSTOMER RELATIONSHIP		
	12noon		Sarabjeet Kaur	Identifying different marketing strategies		
12.20pm			Lunch			
Session 3			Session 3 students arrive	Research title		
	1.00pm		Satinderpal Singh Sidhu	How to increase the sales revenue using focus differentiation strategy		
	1.20pm		Sarbjeeet Kaur	Evaluating whether a change in organisational structure would improve its competitive advantage		

1.40pm	Strategic Management	Naveen Kumar			
2.00pm		Yun Chen	Consumer Behaviour in Hamilton Clothing Sector		
2.20pm		Wentao Feng	What is the best strategy?		
2.40pm		Afternoon tea			

LONG ROOM 2 - Tuesday 31 October 2017

Session 1	8.15am		Session 1 students arrive	Research title		
	8.30am	Sales & Marketing	Faaria Hassan - DY	Customer Satisfaction		
	8.50am		Karamvir Singh	Better marketing strategies for the dairy shop		
	9.10am		Priyvasu Priyvasu	TO FIND OUT CONSUMER BUYING BEHAVIOUR AT LIQUOR SHOPS		
	9.30am		Donghae Min	Investigation of brand awareness for NZ dairy products in South Korea		
	9.50am		Guanjie Peng	Factors Affecting the Decision of Consumer's behaviour of Real Estate Purchasing		
10.10am			Morning tea			
Session 2			Session 2 students arrive	Research title		
	10.40am	Sales & Marketing	Haoxin Chen	A strategic service marketing plan for a small restaurant		
	11.00am		Yash Chetan Kothari B W	Investigation of the customer satisfaction at Dominos (Melville branch)		
	11.20am		Yijia Huang	Identify successful sales and Marketing strategies that affect customer loyalty in a small coffee shop		

	11.40am		Sukhjeet Sidhu	To ascertain what customer buying priorities are		
	12noon					
	12.20pm		Lunch			
Session 3			Session 3 students arrive	Research title		
	1.00pm	Strategic Management	Sai Anuroop Katari	Implementation of Growth Strategies		
	1.20pm		Arshdeep Kaur	Best Growth Strategies		
	1.40pm		Vineet Bagga	Best practice strategy for growth of Liquor store		
	2.00pm		Baljeet Kaur	Future growth development Strategies		
2.20pm	Heyao Wei		How can Sian Sushi gain a competitive advantage in the healthy fast food industry?			
	2.40pm		Afternoon tea			

A1.04 - Tuesday 31 October 2017 was LR2

	2.40pm		Afternoon tea			
Session 4			Session 4 students arrive	Research title		
	3.10pm	Strategic Mgmt	Cheng Chen	How to gain competitive advantage through crossborder e-commerce between New Zealand and China?		
	3.30pm		Ramita Gupta	Whether current differentiation strategy is meeting customers' needs		
	3.50pm		Nabin K C	Feasibility Study of a new liquor store in Hamilton, New Zealand		
	4.10pm		Remees Karim & Paul Binoy	Strategies around networking with specific focus on finding skilled and experienced installers for insulation.		

A1.07 - Tuesday 31 October 2017

2.40pm		Afternoon tea				
Session 4			Session 4 students arrive	Research title		
	3.10pm	SM	Navpreet Kaur	Best Practice Strategies for Customer Base		
	3.30pm		Taranjot Singh	Generic business strategy - Now and Then		
	3.50pm	HRM	Yue Lin	Use online training and development to improve staff performance as well as customer service in order to achieve business improvement		
	4.10pm		Nabina Shrestha	Cultural diversity in the workplace		
	4.30pm		Chuen Sum Chong	Reducing high staff turnover through effective retention strategies		

Cindi Wang and Denise Harnett

Abstract

Social media has become a popular marketing way for all sizes business to close to their prospects and customers. Event marketing is important to get event information from the target market and create awareness. Great social media marketing can bring dramatic success to event organisation. Hamilton Chinese Students Association (HCSA) is a young organisation, which provides events for Chinese students. As an event organizer, HCSA has already kept a series of right communication tools for its members and target audience. However, the social media marketing plan is still waiting to improve. Thus, the aim of this research is using HCSA's event as a case study to analyse the use of social media in event marketing and provide recommendations. A combination of quantitative research and qualitative research has been used in this research. Event marketing theories and social media marketing tips have been analysed with HCSA's practices. The staff and target customer of HCSA have participated in the data collection process. With data analysis, several recommendations are given to help HCSA build up an effective event social media marketing plan.

Mark Pledger and Clinton Alley

Abstract

Housing affordability is a major problem in New Zealand and it has escalated following unprecedented increases in residential property values over the last five years. The issue is extremely complex with a wide assortment of variables that have an influence.

This paper has focused on New Zealand's property taxation policies

The tax structure in New Zealand is inappropriate as it relies heavily on taxing the productive sectors of the economy. A major hole in the tax base exists concerning the taxation of capital, particularly around property where subjective legislation and susceptible exemptions almost encourage speculation.

This paper has reviewed the impact of foreign investment, a land transfer duty instrument and the bright line test on housing affordability. It is recommended that data collected on foreign investment is revised to deem non-permanent New Zealand residents as foreign buyers. It is also recommended that foreign buyers are restricted from buying existing residential property stock. The low-rate and broad based land transfer duty scheme described in this report should be implemented to correct distortionary investment

choices while simultaneously generating significant revenue. The revenue should be used to significantly reduce income taxes, creating a tax switch. The main home exemption should be removed from the bright line test to create more equitable outcomes and improve the tests effectiveness.

It is hoped this reform package would steer people away from the pursuit of tax-free capital gains from residential property and encourage investment in productive sectors of the economy that actually stimulate economic growth.

Qin Fan and Jan Robertson

Abstract

This is a research report for Wintec Venues to assist with its business. Wintec Venues is a corporative business under Waikato Institution of Technology. The organisation provides different venues to both Wintec and external clients for different purposes. The report is going to talk about investigation on possible marketing strategies to improve event management services of Wintec Venues, as well as the advertising methods to attract potential external clients. Research methods include both quantitative and qualitative research. As a result, online survey and an interview will be carried out to achieve research objectives. The results collected from both questionnaire and interview show a strong link to the main four marketing strategies provided under literature review, especially on use of social media and digital marketing. The results also bring up many opportunities to Wintec Venues to improve their business and overcome existing difficulties. In conclusion, use of technology is obviously a trend for the promotion of the company, as it not only makes communication more convenient but also provide an efficient channel on spreading the words. Especially the use of social media, such as Facebook, Snapchat, Instagram, Twitter, etc., is one of the leading sources of clients, and will benefit business and organisation in many ways as to build up network as well as connection on the internet. Digital marketing also allow business to break through traditional methods to reach different types of clients.

Donghae Min and Brent Wood

Abstract

New Zealand is an exporting country that has long been negotiating bilateral and multilateral trade agreements for the overseas market. The most recent Free Trade Agreement (FTA) was signed with South Korea and taken effect since December 2015. Though not soon, it is hoped that the market share for New Zealand products will gradually grow especially in dairy products due to tariff reduction. Marketing research should be in progress to promote more trade between the two countries. The present study provides a look into potential market in South Korea by investigating the brand awareness for New Zealand dairy product. A theoretical framework was given on brand awareness, brand equity and pricing, and country-of-origin on brand equity, while a survey was conducted in South Korea with quantitative research method. There were 166 respondents and the results suggest that Koreans do have New Zealand product awareness but not particularly for a brand product. The overall country image of New Zealand is quite positive with a favourable perception of New Zealand products and for long-term sustainability for good brand equity, exporting New Zealand brand dairy products should be continuously regulated by the government's quality mark.

Yijia Huang and Brent Wood

Abstract

For the small business such as coffee shop, identify successful marketing strategies to improve their customer satisfaction when developing effectiveness promotion activities, developing competitive pricing strategies, improving customer service quality and product quality control can be crucial for the start-up business. As this research aims that seeking appropriate marketing strategies for Impresso Café Eatery Catering to developing customer loyalty programs. In order to collect accurate data from the research, it was looking at literature studies of customer loyalty programs from other businesses. Also, using questionnaire research as a primary information to collect customer personal feeling with the products quality, service quality, promotion activities and price provided by Impresso Café Eatery Catering. As questionnaire research, it has completed by random 50 customers in Impresso café. From the result of the questionnaire, there are over 80 percent have high expectation on the service and product quality and they also claimed that appearance and attitude of staff when they require assistance are significant elements that can influence their purchase decisions. And the research result shows that the younger customers tend to proper price and not quite care about the service quality.

This research clarifies the relationship between customer loyalty and successful marketing strategies. Also, all of the findings from this research will be used for help Impresso Café Eatery Catering planning and control their future marketing strategies performance. When Impresso café improving their customer service quality and developing promotion activities, the questionnaire results from customers need to be considered for enhancing their competitive advantage in the market. Furthermore, this research provides recommendations for Impresso café further development.

Naveen Kumar and Priscilla Davis-Ngatai

Abstract

The core impartial of this report to identify inventory issues of Super Liquor Hillcrest store. Many areas regarding with storage issues have been discussed in this report the things behind inventory issues are also described. This report is also shown how such scopes can be useful for solving the inventory issues. The Super Liquor Hillcrest is located at Cambridge road in Hillcrest. Due to less storage space the store is suffering from many difficulties. The given scopes in this report explain how to get rid from inventory issues. Some methods have also been used to get the proper information regarding inventory issues. Observation and interviews are done in this report. The graphs and charts are being made to collect the proper knowledge. Some main points have been given which show connections between inventory issues and scopes .This is based on the findings, recommendations that can be used in order to solve the inventory issues.

Danielle Young and Adrian France

Abstract

The study addresses research gaps on methodologies for implementing software systems into Small to Medium-sized Businesses (“SMEs”). Clarification of how the implementation of Xero™ accounting software and WorkFlowMax™ information management software (“WFM™”) was provided to an SME, as well as the impacts of changing software systems on an SME. An evaluative case study was carried out on a small business in Hamilton, New Zealand in 2017, over a period of six months where this software had

recently been implemented. Interviews with three SME staff members and a senior member of the software vendor, plus participant observation showed that there was scope for significant improvements to be made on both sides. For the vendors, recommendations from this case study include better management of SME expectations of software capability; increasing time spent with the client; and providing greater clarity around the scope and limitations of training provided. For the SME, recommendations from this case study include: identifying an internal champion with effective communication skills and/or spreading championship roles between more than one staff member; providing greater transparency during planning stages of software adoption combined with opportunities for staff to discuss their user needs; and greatly increasing the frequency of minuted meetings with all company administrators.

Rosie Lee and Jan Robertson

Abstract

This research report is starting with presenting about the aim of examining ways to satisfy food truck customers with rating system by examining the current status of food truck businesses, investigating the potential of a rating system and generate further revenue to use a rating system.

This report is presenting in order of organisation (Curbside Cuisine) context, literature review, methods, results, discussion, conclusion, and recommendations.

Mixed method is used for this research. For quantitative research, both online and offline survey were used. Result and discussion from them are presented by three topics: the popularity of food trucks, perception about food trucks and opinions about 'Rating system'. For qualitative research, an interview was used. Result and discussion from it also presented by three topics: status of 'Rating system', perception about 'Rating system' and intention of showing ratings off to customers.

Lastly, there are three recommendations covered in this research: collaborating with Ministry of Primary Industries, application of 'Rating system' and use of social media.

Yun Chen and Reza Yaghoubi

Abstract

Due to the fierce competition in clothing industry in New Zealand. This study analysed major determinants that influence consumer behaviors especially in Hamilton. The background of this research was stated at the beginning of the report. Also, there is 14 factor that may impact purchase intentions listed in the article, including store image, employee politeness, clients' gender, products quality, word of mouth as well as other nine determinants. The researcher conducted a primary research and gained all data through a questionnaire. There were 150 informants participated in this research.

After the analysis, the respondents' feature will be demonstrated in descriptive statistics, and the answers to the research question will be described in the results section. The first finding of this research is that employee politeness and consumer's gender can impact the budget people would like to spend in an apparel store. Another finding of this research is that store image, word of mouth, as well as product quality, are the major determinant of the frequency that clients will visit a garment store.

As a result, the researcher provides some recommendations for all clothing retailers to improve sales performance; firstly, coach staff before they provide service to your clients. Secondly, offer some chairs and entertainment for consumer's partner. Thirdly, increase the investment for store's decoration and design a stunning shopping bag for customers to carry. Fourthly, offer clients coupon or discounts when they bring their friends to purchase products together. Finally, retailers should focus on the industry's movement and adjust rapidly.

Kishankumar Patel and Huthaifa Al Hazaima

Abstract

Corporate Social Responsibility (CSR) maintains the balance between internal and external factors of the organisations. The study aims to explore the relationship between the CSR disclosure and the Financial Performance (FP) of industrial organisations operating in New Zealand. Six industrial companies of New Zealand were selected randomly, and secondary data of their annual reports as well as CSR reports and online reports were prepared for a regression analysis. Average Share Price and CSR activities disclosed are the variables of the regression analysis. Findings revealed that there is a positive relationship between CSR disclosure and the FP of the industrial companies operating in New Zealand.

Jordan Redpath and John Gourdie

Abstract

In current times it has been seen an increased uptake of client organisations moving to the Xero accounting system platform. With increased uptake, there has been increased exposure to risk and issues upon implementing the new system. Literature supports the idea that shifting accounting systems can be a relatively risk involved process and various considerations should take place. This report seeks to summarise the current environment leading consumers to use Xero as an accounting system, identify the major issues faced upon converting to Xero platform and the risks of conversion, and identify the key considerations which may aid in reducing the level of risk involved in a Xero conversion. To do this six semi-structured interviews were conducted with employees of a Hamilton office with a thematic analysis conducted on the results to draw conclusions. It was found that the time element, data and change management were the main factors surrounding issues upon converting to the Xero accounting system platform. Recommendations determined from the analysis are that the organisation could implement a more stringent and structured change management programme surrounding new conversions, including the introduction and adaptation of process diagrams as change management tools. Investment in training client employees as change drivers would also prove beneficial. The organisation Hamilton could also implement a structured communication plan for clients during and post conversion, and invest in continuous training for both staff and clients of the firm. The study undertaken was limited by the organisational context, being focussed on a sample taken from six employees only, therefore, generalisations may not be able to be made from this research of the holistic conversion environment. Further research may involve the surveying of external parties such as clients to increase the reliability and validity of the results.

Jennifer Gordula and Rudi Bosman

Abstract

Historically, middle-class white males were the only people to occupy the accounting field. Due to globalisation, the need for workplace diversity has increased especially in the accounting industry. Therefore, the numbers of ethnic minorities and women entering the accounting industry have increased. The purpose of this research report is to find out what the effects of ethnic and gender diversity are in accounting firms in New Zealand. The secondary research method was used to produce the report. The collection of data involved using the research engines and browsing through statistics websites. The findings are ethnic minorities experience difficulty in entering the accounting profession, encounter communication challenges within the accounting firms, and struggle to reach top management positions due to language and cultural barriers. While women were found to experience gender inequality in the accounting firms, employment discrimination, and encounter barriers to career progression. This may have an impact on the turnover of the accounting firms. Recommendations include developing a diversity plan, enforcing an anti-discrimination policy, implementing education and training programmes for skills development, improving performance reviews and feedback along with encouraging informal mentor relationships, and equal pay among the accountants.

Nabina Shresha and Beverly Taylor

Abstract

The research is conducted to know the effects of cultural diversity in the workplace. What sort of strategies could be implemented to overcome these problems? Secondary research is being used to collect and analyse the information and data like published books, journals, articles, internet sources like goggle scholar, newspaper, and one search. And the key findings of the research were organisation can have positive benefits from cultural diversity if it is managed effectively whereas an organisation can have negative outcomes if it is poorly managed. Organisation needs to take certain strategies to manage cultural diversity in the workplace. Distinctive multinational organisations are taking benefits of cultural diversity while a few associations are confronting challenges. An association ought to have a powerful system to oversee cultural diversity in a working environment in a proficient way. Many variables influence culture, and they influence how individual raised and give them an alternate point of view and an alternate approach to

communicate. In spite of the fact that there are barriers of obstructions in having a different workforce in an association, there are a lot of advantages as well.

Therefore, my key recommendations in this report are organisation should conduct motivational, leadership and behavioural workshops as part of diversity training and development and involve all employees. Managers need to adapt up to various methodologies keeping in mind the end goal to run business easily. Dealing with a diverse team is a critical capacity to get comes about; managers can have limited learning of influencing productive and different to the group. Organisation should continue creating, execute and keep up preparing for a drawn-out stretch of time to manage cultural diversity in the workplace. Further recommendations are included on recommendation section.

Feng Wentao and Reza Yaghoubi

Abstract

The research question of this study is “What is the best strategy for Momento-Uni, especially in holiday”. Momento-Uni is a café and restaurant which is located in the Waikato University in Hamilton. In this study, it is aim to develop and identify a proper strategy for Momento-Uni to create competitive advantages and increase its sales in normal period of time, furthermore, a specific strategy also needs to be developed when there is a holiday period to balance its loss and profits. On the other hand, because of the special location of the Momento-Uni, the strategy needs to be created for its sustainable and long-term development and its unique marketing position.

In this study, a mixed research method is used which includes quantitative and qualitative study design and observation. A questionnaire is developed to collect the information and data about the customers’ evaluation and recommendation for Momento-Uni’s service and products. An interview was held with their manager to understand Momento-Uni’s business goals, current situation, internal working environment and future development. The observation was developed by the researcher to evaluate their competitor and internal working issues.

As a result, it shows that the main customers are students from 18-30 years old and coffee and drinks and snacks take up most profit of the whole sales. Through the result, a focus strategy is developed because students are the mainly targeted segments and to meet their needs. However, Momento-Uni does not have a clear differentiation and cost-leadership strategy to meet customers' variable needs. As students do not have a high consumption level, in the future, the challenges will be existed. The results also shows that in holidays, the number of customers are declined steeply which increase the difficulties in the future growth.

According to the results, it recommends that Momento-Uni needs to develop a clear strategy with differentiation and cost-leadership strategy to offer customer differentiated service and products, creates its products varieties and improve its service quality. For the customer psychology and behavior, by better understanding the potential thought, feeling and intentions of the customers, a proper strategy needs to be developed about validation of existing insights and the creation of new and novel insight to follow the marketing trend to increase its marketing competitiveness. For the human resource management, Momento-Uni needs to have a reasonable staff management during the normal time, especially in holidays, the opening hour for each site in holiday will be adjusted, Lake site and Ms2 site will be closed in a few weeks. Lake site always have overmuch staff, the staff in lake site will be reduced in normal time. For the future growth, the new working policy and business plan will be developed and improved to achieve its business goals for the future success.

Paul Binoy Kittachirakudy and Priscilla Davis-Ngatai

Abstract

This research report is about a study conducted in Sustain Energy Solutions to form a strategic alliance with JSR. The JSR is another company based in Hamilton, doing business in refrigeration, heating, and ventilation. The qualitative research method is used in this study as it is based on the response and opinions of participants. The thematic analysis is used to evaluate the respondent's interview and record the results. We looked up various scopes for the literature review to identify strategies for competitive advantage. This research describes the benefits that SES can attain by forming an alliance with JSR. We found that formation of alliance could help

them to give the customers a complete and effective home solution for heating and cooling. We also found that outsourcing of insulation is not a good option for Sustain Energy Solutions as the installation of insulation is the major source of revenue for SES. Hiring of inexperienced installers and giving them, adequate training is one of the strategies that could help SES to solve the issue of lack of installers for insulation. Maintaining the competitive advantage of Energy Conservation Awareness Programme (ECAP) through the door to door marketing would give the company a long-term advantage over its competitors.

Kelsey Cheshire and Rudi Bosman

Abstract

Corporate social responsibility is an increasingly important aspect, especially in New Zealand with the uphold of a clean and green image. Consumers are demanding more accountability of companies regarding sustainability which is displayed through many recent events in New Zealand such as a big branded supermarket, Countdown, banning single-use plastic bags by 2018 (Clayton, 2017). The question that stems from the increased corporate social reporting in New Zealand companies is whether this impacts on the profitability of these companies. This issue is targeted at the New Zealand banking industry, especially as banks hold the image of being “greedy” and money-orientated.

The method of the current study involved retrieving data from each of the competing bank’s financial statements and corporate social reports for the years 2012-2016. The data retrieved consisted of the Return on Total Average Assets (ROA) and Return on Ordinary Shareholder’s Equity (ROE) to measure the profitability figures. The profitability figures are measured against the CSR aspects of each bank including the women in leadership percentage, dollar figures of community investment and CO₂e produced (tonnes).

The methods that dominate the current study orbit around Pearson’s correlation analysis which is valuable for answering the primary research question of whether there is a definite relationship between CSR reporting and profitability in New Zealand banks. Scatter plots were also of use in this stage of the method and displayed the banks’ CSR aspects over the years, as well as present trends.

The results produced some interesting findings in which made it difficult to answer the research question in its entirety. Results differed between each bank, but two of the leading banks produced relatively strong positive relationships between the women in leadership percentage and CO₂e reductions against the profitability measures.

Key recommendations that would stem from the most significant results is for New Zealand banks to focus more on the equality aspect in their employment as well as the environmental issues they are creating. Reducing their carbon footprint and ensuring a gender equal workplace is suggested to be tied to increased value and profitability from the current study. Incorporating a framework to be able to measure CSR within the banks is progressive towards adding value profit wise as well as environmentally, socially and sustainably.

Recommendations for future studies would be to research over a more extended period to obtain more reliable results. Another suggestion would be to use a different profitability measure as return on equity and return on assets differed from each other. Using one profitability measure, even a figure such as net income for the year may produce more accurate results as many other factors contribute to or interfere with the values of return on assets and return on equity.

Sai Anoorop Katari and Dhammika Silva

Abstract

The report is based on a research is performed on Pizza Club to implement growth strategies. The research method used is mixed method which involves both qualitative and quantitative research. In the initial stage, market analysis was performed on Pizza Club which resulted in current sales and status of Pizza Club. Next step is key step for any start up business, to identify competitors and develop a competitive advantage from it. Main objective of the project is to introduce new growth strategies at Pizza Club which improves both internal and external environment of the business as studies prove that both staff and customers effect the growth of a business. The report includes interviews of employees and employer at Pizza Club to perform an effective research. A survey is conducted on customers to find out their opinion on Pizza Club which can be used to analysis current situation of Pizza Club and creates a path to identify pros and cons of the store. After performing research, few recommendations are given which can be implemented to improve current business. The research explains the importance of strategic planning on a small business which exists in one of the competitive industries called food industry. Strategic planning is important in today's business world due to increase in competition and to make profits in the competition by performing basic analysis and using different innovative methods obtained from the analysis.

Gina Salvo Retamales and Jan Robertson

Abstract

This research project purpose is to identify how event management teams can tap into sources to generate creative event ideas. Using Grant Phelps, the founder of Wine Box Valparaíso, as an example of how to take inspiration from not just within your field, but outside of it. This report aims to establish creativity and innovation methods for creating unique event ideas that can be followed by event management teams to design original events and differentiate themselves from competitors. The investigation is based on a breakdown in the creative process of Wine Boxes idea formulation to demonstrate the practical application of the identified creativity and innovation methods. The study is developed in the context of the marketing strategies, the barriers, and benefits of promoting a venue with a foreign concept brought from New Zealand, adapting it to the local business and community in Chile.

Following, a literature review will be presented which will be focused mainly on the Wine Box idea brought from New Zealand, the marketing strategies adapted in Chile and the importance of innovation to create a differentiated product in a competitive market.

The research considered the conducting of an interview with Grant Phelps, the Wine Box Valparaíso owner to get the data and analysing the responses as well a survey where participants were contacted by social media tools. Through the investigation the results of the interview and survey are presented with the discussion and recommendations, due to the research was possible to understand the process of creating a new concept that was not developed before in a touristic market like Valparaíso and how relevant are the marketing strategies and being innovative to make a business success.

Amala Varghese and Adrian France

Abstract

There has been a growing concern in the past few decades around the impact of industrial activities on the environment and the society. This situation led corporate management to develop environmental management systems and to incorporate social and environmental information in their annual reports. Not all organisations have the same level of disclosure and this difference is caused by many reasons such as; difference in activity, difference in stakeholders, influence from media etc. This paper aims to investigate the difference in social and environmental disclosure between profit and non-profit organisations. A sample of 7 profit and 7 non-profit organisations were selected for the purpose this study and content analysis was conducted using disclosure indexes. The results were analysed using graphs, tables and t-tests. The findings revealed that all though all the organisations disclosed social and environmental information, profit-organisations had a higher level of disclosure. It implied that larger and higher income companies disclosed higher level of CSR disclosure. It was found that there is a lot of room for improvement for organisations in both sectors to increase their disclosure. This will increase their transparency and help establish their commitment towards sustainability development (A. Manaf, Mohamed, & Atan, 2006).

Cheng Chen and Priscilla Davis-Ngatai

Abstract

With the popularization of the Internet and the explosive growth of cross-border e-commerce, this research project discusses how Sunnybay can gain competitive advantage through cross-border e-commerce. This study will investigate PESTEL analysis` content and the significance of Porter`s Five Forces in competition. Also, the research identifies e-commerce and three models of e-commerce and evaluate the cross-border business in New Zealand.

Also, this research project evaluates some of the business strategies provided by lecturers. According to the report, the impact of political factors is easily overlooked, and there is high competitiveness between C2C and B2C. Also, the researcher found that the target group of cross-border e-commerce business in New Zealand is single. To gain more competitive advantages and stand out of

this industry, Sunnybay needs to increase customer awareness on political factors, improve service quality, and increase target group.

This report is completed by mixed methods which including interview, and the online questionnaire to obtain information and resources. Participants include Sunny Bay Trading Ltd shop manager, employee, and customers. The 62 customers are all Chinese because SunnyBay Trading Ltd only focuses on the Chinese market.

Julie Cruz and Clinton Alley

Abstract

The social, economic and financial implications of corporate taxes are important for corporations because it will affect the status and operations of the business. This paper will evaluate the significance of taxes imposed on corporate income and how to integrate proper tax planning. Qualitative research method are suitable for this research in order to produce data from journal articles and published books. Some research papers might also be useful and taken into consideration to generate valuable finding to answer the objectives of this paper. The results indicate imputation system appears as an effective method for taxes in corporation, an assumption of dividend relief is favourable to decrease corporate tax rate, a rational and conclusive distribution of tax burden can be achieved using imputation system.

Yue Lin and Beverly Taylor

Abstract

This report discussed about how to use online training and development program to improve retail industry's (The Warehouse) customer service. The purpose of this report is to find out an effective method of using online training and development to improve The Warehouse's customer service. The report uses secondary research to find out the skills, knowledge and experience that are important for retail employees to improve their customer service, importance of training and development for customer service, importance and benefits of online training and development, methods of creating an effective online training and development program, and technical factors of online training. Based on the literature review, the report finds that sales associate knowledge,

communication skills, knowledge about the organisation, cash handling and some transferable skills are the important knowledge that should be involved in the online training program. Customer service is the blood of business and it has huge impact on businesses' performance. By using online training, businesses can save cost and time, deliver to more staff in shorter time frame, allows employees to take the training in different locations, increase staff engagement and it would be easier to update material. To design an online training program, businesses need to take three main steps: identify training needs, design and delivery, and evaluate results. The report also discuss a lot of recommendations of designing a training program.

Arshdeep Kaur and Dhammika Silva

Abstract

The purpose of this research is to study and analyse the internal and external environment of MUFFIN BREAK which is situated at The Base. This research concentrate on the background of the business which includes organizational structure including external and internal environment of the business. The external analyses cover the PESTEL and SWOT of MUFFIN BREAK. This helps to understand the current situation of the business. Internal environment tells about the structure, culture and operations of the firm.

Then this research continuous with the aim and scope of the research, which shows that what is the research question and what is the scope of the research. The scope of the research identifies the areas which are investigated to answer the question. Furthermore, the literature review is explained under eight subheadings, which provides deep information about the research question.

After that, some information is provided related to method using for the research that why we use this method, where and when it is used. Limitations and cost of the research is also discussed in this part of the research.

Furthermore, some information is given related to business growth strategies, which a business can use to increase its sales and profit.

Then the result section comes, which gives deeply information about the answers of customers, employees and employer. Following this, researcher put the feedback of customers, employees and employer as a part of discussion and conclude it wisely.

At the end, some recommendations are given which will help to MUFFIN BREAK to grow more in the future. These recommendations are based on customers and employees survey. Then a reference list is also given in the end of the report.

Elena Carrol and Clinton Alley

Abstract

This report helps to provide understanding of the implications tax poses on small businesses in New Zealand. This is analysed using current literature found on internet databases using secondary research. The conclusion of this report shows that tax is costly on small businesses and is a time-consuming process for small businesses who do not hire outside accounting help. This report helps to show how the current tax system is over complicated and leaves small businesses at a disadvantage. This study also helps to emphasise how tax evasion is a major problem in New Zealand costing the country billions, and how this links to small businesses and the over complicated nature of the tax system. Recommendations following this study are that the New Zealand tax system needs to be simplified to help small businesses successfully pay their taxes. Another recommendation following the literature is that small businesses should have to spend on average one hour and make one payment per month for their compliance.

Haoxin Chin and Ehsan Yaeghoobi

Abstract

This paper focusing on one main research question: What strategies are effective to increase small restaurant performance?, the aim is through services marketing mix (7P's) to analyse the problems and challenge of Xiang style restaurant of service marketing, so as to develop apt service marketing strategies that can be used by a small restaurant to increase performance.

This research mainly uses the methods of literature, comparative research and logical analysis. In the meantime, it also combines the theory of service marketing (7P's marketing mix) and marketing strategies. A literature search was carried out in order to find definitions of 7P's marketing mix, customer acquisition, customer loyalty, demand and supply, digital market, the service concept and expressions about the service characteristics. The questionnaire and interviewing method will be use to survey and further analysis Xiang style Chinese restaurant situation.

Through the survey, the paper analyses the problems existing in the catering service industry, such as staff lack of service quality, excessive traditional marketing mode, the immature network system and the lack of marketing planning. The results show that, in order to develop healthy, catering enterprises must grasp the characteristics of catering services, learn scientific and reasonable marketing strategy, and apply it to the daily management

This paper contributes with a literature review, a discussion on what strategic service marketing are effective, and describes service as a perspective on value creation and that value creation is best understood from the lens of the customer based on values in use. In addition, the language and ethical issues also are important limitations of the researcher.

This paper practical implication is through literature review to analysis the problems of the project, and solve the problems to increase the performance.

This paper contributes with a literature review, a discussion on what marketing service strategies are effective, and describes service as a perspective on value creation through the lens of the customer.

Navpreet Kaur and Dhammika Silva

Abstract

This report presents an analysis of responses by the employees of “Vege-King” to find the best strategies to improve the customer base by taking care as how they feel working with the company. The hypothesis was taken as more satisfied employee with the company better customer service he will give. To know that various aspects were taken into consideration. As a part of my course I have done research to make this project and this project will mainly focus on finding the best strategy by taking care of the marketing mix to increase the customer base for “Vege-king” that will the company to gain customers, regain the former customers and retain current customers. This project will help to find who are the main competitors of this company and the “target group”. As, this project will highlight who are the main competitors of “Vege-King”, competitors are those who are providing the same products which are offered by “Vege-King” within 5 to 7 Kilometers that are targeting the same customer which this company is targeting. Quantitative and qualitative both method of research has practiced that included surveys and interviews. Research could have few of the problem like the actual feedback from employees, limited budget and time constant. Company may not like the employees to complete the

survey or questioner in the working hours. This report will give the brief introduction about the company then will show the organizational content that will include internal (things that are in control of company) as well as external analysis (things that the company have no control on). There are few limitations that has been highlighted in the report so the data that has been collected and analysed is influenced by some aspects and these things are well mentioned in limitation part. Ethically there should not be any issues to any one with the report but still steps have been performed to make sure things are done in more ethical way. The project is not very costly to do that makes sure no financial burden is put on any of the participant. Literatures are read on different marketing mix to undertake he research properly. This report will also give a look on the competitors of Vege-King and the competitive advantages of this company over others. At the end this report will show the discussion and conclusion driven from the survey done and will also give highlight recommendation for the company to have even stronger customer base. All the collected information in survey are attached in the appendix at last.

Hachintu Hamukombo and Rudi Bosman

Abstract

This research is on the study on impacts of diversity in New Zealand accounting firms. The evidence and findings of the report are presented in the form of results and discussion of the accounting business' inclusiveness of on diversity.

The research also explains what diversity management is. Which allows employees with similar and different value, beliefs and races come together to work for the common good of the entity and achieve maximum personal growth (Harold, 2012).

The literature review of this research focuses on the impacts of having a diverse workforce in accounting firms. In addition to this try to explain what the accounting firms must do for them to reap the benefits and rewards of having a diverse workforce.

The research was also conducted to determine the extent of discrimination and management of diversity in New Zealand accounting firms.

Even discussing diversity borders more than the well-known traditional areas which are ethnicity, gender, age, disability diversity and religion. By having a diverse workforce, accounting firms have a more significant advantage over their competitors.

Zirong Ma and Jan Robertson

Abstract

While Wintec starts international student program, it is offering valuable opportunities to acquaint people with other cultures. Festivals celebration on campus often provides a dominant position for diversity groups communicating. The Chinese Festival Celebration reflects the dynamic of New Zealand society in general. These developments are so encouraging of promising international Chinese student outside China begin to cheer and advocate that the festival celebration held jointly by Chinese and non-Chinese. It helped more and more non-Chinese to understand Chinese culture. Over the years many of the records of this bygone era have been lost to them. Chinese culture should be keep explored and maintain enthusiasm for history to bring back these nearly forgotten arts. With this in mind, the researcher was undertaken Chinese cultural events in China to examine the similarities and differences that applied in New Zealand. This report illuminates the perspective of people (international visitors and students) coming from China and other countries towards their expectations. This report presents the results of a quantitative survey conducted, and qualitative interviews to gain a better analysis that investigating the challenges faced by the relationship between quality, satisfaction and the likelihood that would affect attendees' repeat visit intent. The report provided an overview that how Chinese cultural event in China, also contrast the differences and similarities that applied in New Zealand stage.

Aneeta Chettiniyil Prince and Huthaifa Al Hazaima

Abstract

Financial reporting standards for registered charities were introduced in the year 2015 in New Zealand. Certain charities were also required to have their financial statements audited and reviewed by independent auditors. These legislative changes brought about a paradigm shift in the accounting and reporting practices of charities. The intention behind these changes were to improve public trust in the functioning of charities.

This report aims to examine the impact of these reporting legislations on charities in Waikato region. It also aims to analyse the need for improving public trust in charities and the perception of charities on the new auditing requirements.

A literature review has been performed to understand the history of charities regulation in New Zealand, the need for new financial reporting standards and the tier system based on which the new reporting requirements have been implemented.

A qualitative research was conducted among participating accountants in Hamilton. The results have been analysed and recommendations have provided with an aim to improve the legislative changes implementation process for charities sector, particularly for smaller charities.

Baljeet Kaur and Dhammika Silva

Abstract

The research report is based on Maeroa superette and developing business strategies for future growth for it. Before working in key areas, I did collect little information about the market through organizational context (PESTEL analysis, SWOT analysis as well as internal analysis). Next step is to develop a future business plan, competitive advantages, and analysis of competitors condition in the market for superette development. This research based on primary data which collected by a mixed method. All information collected with the help of mixed method because it includes both methods qualitative and quantitative research. Moreover, the mixed method includes interviews of employees as well as manager and customer surveys. The customer survey conduct for getting detailed information about business growth, demand in the market. The research explains the key areas of the business that is helpful for future growth as well as the importance of strategic planning. The whole report contains various valuable concepts like reviews or opinion of manager, employees, and customers as well as recommendations for future growth and strategies development.

Yaosheng Xu and Denise Harnett

Abstract

PB-Tech as the largest computer supplier in New Zealand, but they have number of strong competitors in computer selling field and they are lack of marketing and promotion method. The aim of this research is to identify a good practice of event management for PB-Tech on online event aspect, also provide recommendation to help them host an e-sports event as the good practice. This research is rely on quantitative research which is questionnaire, the questionnaire was designed through 'Qualtrics' and distribute

through social media and email. The secondary research is based on Wintec Library's database, and every article or report have used in this research are all reference in the end of this report. In this research, there are 73 participants answer the questionnaire and provide response. Based on gender, male group shows higher level of interest on e-sports event. Based on payment willingness, most of participants willing to spend under \$200 on the event. For the event structure, most of participants think 3~4 days is the best duration. In conclusion, PB-Tech could host an e-sports event as a good practice on the online event. General people holding positive image and opinion for the e-sports event.

Priyvasu Priyvasu and Brent Wood

Abstract

After alcohol was made it had a negative and positive effect on human nature but in last 10 years the varieties of alcohol have increased and thus the negative impact on humans have increased. Crabtree, A., Latham, N., Bird, L., & Buxton, J. (2016). But in the early 1970s campaigns such as 'responsible drinking' addresses about the hazardous drinking and its related consequences. It was used to promote as low-risk drinking, promote risky drinking or just muddy the waters. After all these factors the purpose of this research is to find out consumer buying behaviour when it comes to customer flow, branding and marketing, store layout, and location. The method based on the literature review, an observation was conducted in two shops which shows a clear picture of consumer buying pattern as they have been selling for more than 10 years. Key findings include how the location of the organization helps in increasing the sales, how customer flow is seen within 24 hours, how store layout is well organized for selling purpose, and how branding and marketing are done by major products such as Waikato draught, Stein lager, and Woodstock within the shop.

Vineet Bagga and Dhammika Silva

Abstract

The purpose of this research proposal is to study and analyse about how the business operations are executed and what is lacking in execution and administration. A precise research has been carried out to understand current situation, strength, weaknesses, opportunities, threats, customer requirements, competition, pricing and promotions. It is important to consider research as a main part to business growth.

There are significant details involved which could be missed whilst execution. Traditional strategies are used in the research in pricing and promotions where in most of the liquor stores the pricing strategies are used as per the franchise or the by admiration.

In Blackbull the pricing strategies are followed as per the instructions of the suppliers. Their special rates are implemented during discount and sale timings. The problem that is to be solved is to discover best conventional method that is required to be practised in store for enhancing business techniques in the areas of promotions, negotiations and building customer relationships. In the process of implementation of methods, the results yielded gives information on how strategies need to be applied in daily business activities depending on various customer requirements.

The application of strategies like market mix, effective negotiation with suppliers, rapport building with customers and introduction of new products at store had proven to be an effective way for the growth of Blackbull. As the results are segregated most of the results indicate customers are very happy with the services Blackbull provides.

But few customers want some changes in store and some new products to be introduced which will be put into action by management in the coming days.

When doing my research some critical elements are looked after which had phenomenal potential that can help in the growth of liquor business where some of them are marketing mix and stock control which are directly proportional to each other because marketing strategies could only be applied when there is sufficient amount of stock. Internal business analysis and customer base are identified in respect to critical success factors which are substantially evaluated by key performance indicators during the process of growth of the liquor business. Mission and vision target to overcome competitive advantage by focusing on goals and objectives which are the key elements for the success of Blackbull. The results indicate that they are different levels in achieving the required success which is possible only through effective administration of marketing and promotional strategies that are applied uniquely according to the marketing mix.

I think implication of methods and results indicate win-win situation. If the business strategies are practised consistently depending on the supply and demand meter as there might be a substantial growth

***Chi Yan Ho**

Abstract

The subject of this research project is 'how can Netcafix reduce high staff turnover through effective retention strategies'. The research aim is to find the information related to this question, in order to provide solutions and recommendations to the Netcafix. In this project, the scope of the research includes Netcafix, Internet cafes industry, and the entire hospitality industry. The research methods include primary research and secondary research. The scopes of secondary research involve the Internet café industry and the whole hospitality industry. The primary research is an interview to a manager of the Natcafix, which mainly provide the present situation of the organization, and help understand what application can be suitable to the organization. Through the research of these scopes, the results and recommendations can be applied to the Netcafix, providing relevant information for the store. The research content in the project mainly includes working hours, wages, career prospects, motivation and occupational stress. These are the main factors lead to high staff turnover in the hospitality industry. By analyzing the problems caused by these factors, this project will find and provide different solutions and suggestions for different reasons to the Netcafix.

Sarabjeet Kaur and Brent Wood

Abstract

That research report is based on Curry on Grey restaurant. Moreover, purpose of whole study is finding different marketing strategies for future for Curry on grey restaurant. How different marketing strategy will help to Curry on Grey to increase their market. Qualitative method used for this research reports. Researcher choose questionnaires' and personal observation for conducting survey result and recommendation. Moreover, researcher's motive behind conducting survey and result is find best marketing strategy for Curry on Grey. In that research report researcher gave survey form to 39 customer which has around 10 questions which is based on ambiance

(food quality, service and environment), and on Social media marketing strategy of restaurant. Those questions designed to solve he identify problem of that organisation, which is find different marketing strategies for Curry on Grey restaurant for future. Before conducting the survey, researcher took low risk ethical approval. And consent form also gave to each and every customer who participated in survey. Furthermore, at the end including result and on those result and some observations of researcher's behalf some recommendations for Curry on Grey restaurant. Those suggestion can help them in future to make new marketing strategy.

Balvinder Singh and Ehsan Yaeghoobi

Abstract

The ethnic beer shop is a a retail shop that will sell prepacked ethnic beers that are popular all around and coming from different corners of the world. The collection available at the shop will be unmatched to other stores those sell beers. The main idea behind the formation of the store will be actually seen through the beer choice we provide for our customers. There will be a manager and two working staff for operating the store and who will always be there to help the customers as we aim to provide excellent customer service. The plans of the ethnic beer shop are to fight hard to keep the prices lower than the competitors and give customers better prices than them. The beer shop will be located at Kahikatea Drive, Frankton which is one of the busiest routes from Hamilton to Wellington. In forthcoming years there are plans to open a brewery attached with the beer store to start brewing fresh beer for our lovely customers.

Junhao Lin and Beverly Taylor

Abstract

This research will investigate what makes a successful event, and the Waikato talent show will be adopted as a case study. The purpose of this research is to ensure the importance of event management. In addition, there will be many literature reviews in this research to support this topic and show different opinions. In order to obtain accurate results, this study uses questionnaires and

interviews to collect information. Also, researchers will investigate the participation of 60 people, 60 people of different ages and genders, respectively. The researcher also will interview two people for further information. When the Waikato Chinese Students Association organizes events, good event management is essential. The selection of the geographic location of the event, the determination of the number of participants and the promotion measures are all very important components of organizing a successful event. After analysing the results of the questionnaire and the interview results, the Waikato Chinese Students Association will change their incident management based on these results. Finally, the study will provide Waikato Chinese Student Association with some advice to help their organization's activities become well.

Yash Khotari and Brent Wood

Abstract

Customer satisfaction reflects the customer's preferences and thoughts towards the company's products or services. The quantitative research has been conducted to achieve the desired results based on four main factors of customer's satisfaction, Customer service, Price, Quality, Social Media. To fulfil the shifting demands the search scope will provide the valuable information and results. The findings will suggest Customer satisfaction with is of high importance for the pizza industry. The business needs to analyse the needs of clients for the restaurants. For the success of the firm, the obtained information is essential. The new results or findings may give a positive boost to customer satisfaction the findings may also influence the other fast food restaurants by reflecting the importance of Customer service, social media marketing, Price and Quality. The results also support the owners to implement innovative marketing strategies and ensure the success of business

Aman Manocha and John Gourdie

Abstract

This paper reports key findings from the three charities organisations based in Waikato region. Historically there was a poor accounting. No legal requirements to produce financial statement before 2013. Financial Reporting Act (FRA) 2013 requires all registered charities to produce Generally Accepted Accounting Practices (GAAP). From 1 April 2015 new reporting standard

requirements became operative. Now the government is pulling out of social work and getting charities to do more work because the government is saying if we are funding you money we seek accountability. And government do this because local charities are in the community and know how to do it in a better way. Standards are operationalised by External Reporting Board (XRB) through four new tier structure that has different requirements for different entities. There are several well-known problems experienced by these charities. Difficulty in completing the tasks on time. A review of relevant literature reveals that this is a problem. The research discovers that these three charities are supportive of new requirements. Analysis of the survey results showed that 52% charities didn't spend any money in adopting new standards. We have two years of operationalising new financial standards. There are many people who have made comments on what will happen. So, It's now interesting to find out and do research on these three charities organisations. This research then aims out what has happened to these charities. The research will reveal are these three charities are satisfied with new reporting standards.

Aishwara Arora and John Gourdie

Abstract

The whole paper is based on the impact of the new financial reporting requirements on charities in New Zealand issued by the External Reporting Board (XRB). The new reporting requirements came into effect on 1st April 2015. The compliance with the new reporting standards which is called generally accepted accounting practice (GAAP) is mandatory for all the registered charities in New Zealand. According to new reporting standards, charities are required to prepare general purpose financial reports (GPFR), which is further followed by the Tier system.

The research is based on the semi-structured interview methods and two local (Waikato) charities have been interviewed. The research also focuses on the historical criticism and the current literature of charity accounting. Semi-structured interviews helped the researchers to go through the deep insights of the topic. Thematic analysis has been carried out for the findings and conclusions. It has been concluded in this research that the new reporting standards have significantly increased the accountability of the charities. However, there are few of the charities who are non-compliance with the new reporting standards.

Navjot Singh and Ehsan Yaeghoobi

Abstract

Indian restaurants are very common in the Hamilton nowadays. People love to visit Indian restaurants for eating Indian cuisines. In Hamilton, there are total 50+ Indian restaurants. They serve two thousand people in a day. The Indian cuisines are also demandable in local people. I also want to open an Indian restaurant in hillcrest area of Hamilton which is the main shopping centre of three suburbs. For this purpose I will do proper market research which includes the interviews of people and their interest for Indian food. I also interview the managers of others restaurant. It will help me to know about their suppliers, market techniques etcetera which will help me during opening of Indian restaurant. The interviews will also help me to set the prices of food and helpful to provide a services which are not available in other restaurants. My restaurant will be sole trader and includes the staff of 5 members. I also provide services like home delivery and online application. I also need finance for my restaurant and I collect this finance by several options which are available in the market at that time.

Theodore Paul and Ogechi Okoro

Abstract

Initial phase of the research was initiated with the exterior data collection on the organisation which could be improved based on the customer feedback mechanism which is very important. The shop was going in for economic downfall after a successful stint in their first financial quarter which demanded for a detailed analysis of their organisation by an external force. The organisation was happy to accept the research idea which was the need of the hour for the organisation which was suffering from financial backdrops. Organisation was finding it difficult to enquire about the existing issues which were pulling their business down. Many problems were circulating inside the organisation like unstructured supply chain and human resource management. As the owners were too young for the business, they lacked proper experience in the business. Nativity of the owners also played an important role in the business. They followed the Indian style of business in a city like Hamilton which is too small compared to India. Every nation has their unique business which should be analysed by the indigenous small immigrant business personals. The supply chain of the organisation was

at the premature state which lacked proper planning of the product procurement. The products were procured without any planned chart and it affected the entire supply chain process.

Jikhil Kuthanapillil John and Bill Grant

Abstract

The purpose of this research was to identify the enlargement of sales in Dominos Nawton through customer satisfaction. The author was chosen this topic as the main aim of every firm in to increase the sales by various methods. To get into deeper the author has made some questionnaires to the customer were the author got various responds from each customer. The author interviewed 10 customers and according to the response from the customer the author was able to get the key findings. The context which thought the author to choose this topic because there were a lots bad customer experience from the authors friends and thus the author though the dominos can have a rapid increase in the sale if they improve their service towards the customers. Some customers were like the price in the dominos for the products are high and thus the students shall be provided discount with the ID cards and some customers are happy with the current price. The other recommendation was to hire more full time employees to the dominos as the store is running out of full time employees.

Buddhika Chathuranga Udugama and Bill Grant

Abstract

This research analysis conducted by to understand the security measurements of The Brand Outlet Company. The literature review is done after identify the objectives to undertake this research. Under literature review author is given theoretical aspects and how that theoretical models can use in the company current situation. For gathering data, author has used several methods. But he basically choose the qualitative data method since due to given time and nature of the business and nature of the research it's the convenient method for data gathering for this project. Since this is a pop up store business, it was hard for author to gather and contact employees. Since they involved with their other jobs. So basically author has to communicate with them over the phone or through emails. To understand the importance to the customers of security and safety, author interviews two customers which they

can suggest and recommend some strategies as third party. The research questioner is basically to conduct and gather ideas about the current safety and security of the company and also to understand, what are the ways companies should undertake to improve the security measurements for better safe environment within the store which customers and the staff get safe inside the store. After analyzing the data and customer and staff information, author given some recommendations which company should consider while conducting the business. Because due to theft each sales period the store loose around \$500 -1000 worth of products. When looking at big picture this is a huge loss for the company and putting staff and customers life in danger by letting security error in the store premises.

Vuna Theresa and Adrian France

Abstract

Weighted score is being placed on organisation disclosures. As disclosures of information are very essential for the functioning of profit and non-profit organisations, it is required to disclose information to stakeholders through different ways such as interim and quarterly reports, and annual reports. Annual report is found to be the most vital sources of information about the companies' activities, financial and non-financial information and future information for each particular company. By using annual reports, stakeholders are getting updated with the company's quarterly and annually performances. To measure the level of information disclosed in annual reports, disclosure indices are used to measure and assess the level of information. By using disclosure index, researchers can tell which information that companies find the most important and which are the least importance. This study investigates, assess and measure the level of disclosures in annual reports of Consumer Service Industry and Financial Industry. To do this research, there were eight sampled companies, 20 selected items and four sampled stakeholder groups used to measure and compare the level of disclosures for both industries. The results of this study showed that Consumer Services industry disclose more information to its stakeholders than financial industry. It was found that the highest stakeholder that both industries disclose information to is the Shareholder whereas Community has the least disclosures.

Bao Mingran and Peter Alexander

Abstract

With the rapid development of tourism in New Zealand, the motel industry shows fast developing the trend. Many motels were established in recent years, most customers living in the motel satisfied with the service and the price.

This research will focus on customers who are living in the Classic motel. This project will evaluate customer satisfaction in different areas, and analysis which factors cause they are satisfied in Classic motel.

To collect more data, this research using quantitative methods. There are 45 questions on this questionnaire and 20 participants are all living in Classic motel. The results show that services quality, facilities, and price affect customer's satisfaction. The low price for the accommodation will attract customer's choice the Classic motel. The good services quality will attract customers return to the motes.

Huadong Liu and Peter Alexander

Abstract

In 2017, Sue-E furniture has operated a new branch of the store in Hamilton. The existing one is currently running smoothly with stable sales day by day in Auckland. The company decided to process their product and service into new area which is Hamilton. As a truly fact, advertising and uses of social are two primary tools for the new store to increase marketing sales in a short period. The researcher decided to measure the impact of each method (advertising and uses of social media) on sales.

This study aimed to discuss how the advertising and the uses of social media impact sales in Sue-E. In this study, a questionnaire with 18 questions was made by researcher, and it was used for further research. The target population was mainly focused in Sue-E furniture store where located in Hamilton city central, and there were 74 people have been participated in this survey. All data resulting from participators would only be used for this research and saved properly. Therefore, based on the results and the finding of this study, the variables of uses of social media had high impact on furniture sales in Sue-E, and the variables of advertising had a positive effect on furniture sales in Sue-E.

Binita Shrestha and Peter Alexander

Abstract

Profession nail is one of the booming company of nail care in the world. The growing number of nail conscious people and their interest in variety of nail services take into account the development and significance of this company. The main purpose of this research is to study the relationship between customer satisfaction and quality of service at Profession Nail salon. Also determine the importance of customer satisfaction as Profession Nail. If customer satisfied with the service offered by the business, then definitely will be a regular customer. This research includes detailed questionnaire survey of 45 customers of Profession Nail salon at Chart well. This finding demonstrates that clients put maximum importance in some issues at the salon for example, time to acknowledge, hygiene of nail salon, quality of service, working staffs, appointment starting time etc. Most of the customers of Profession Nail salon are extremely satisfied with the friendly environment, politeness of staffs, the way of handling customers' complaints, honesty, and best materials. The wellbeing and cleanliness issues are also satisfactory to the customers. But some customers are still unsatisfied with the services. So, the Profession Nail salon should try to give better quality service to satisfy those customers.

Melanie Weal and Ahmed Saleh

Abstract

Society perceives and expects more from auditor's than what auditors can actually achieve. Society has been found to misperceive the role of an auditor, in particular, in regards to fraud, internal controls and going concern issues. Society's differing perceptions and expectations of the auditing profession is known as the audit expectation gap.

This study aims to explore the audit expectation gap's existence among Wintec accounting students and the effect that education has on the audit expectation gap. This research intends to answer two research questions. First, does an audit expectation gap exist among Wintec accounting students? Second, what is the effect of education on the audit expectation gap?

To answer these research questions, 20 Wintec accounting students have been interviewed. Ten students who have received an audit education, and ten students who have not received audit education. Qualitative data was collected from these interviews and analysed using a mixed methods approach.

This study found that an audit education exists among Wintec accounting students. This study also found that education reduced the audit expectation gap, in particular, the deficient performance gap and the communication gap. However, while education did reduce the audit expectations gap, it was not eliminated.

This study recommends that Wintec provides a more basic auditing education during introductory accounting papers, educating students on the role of an auditor. This study also recommends that education focuses on the practical use of an audit report, to increase student's understandings of the information in the audit report, and how this information is communicated. Thus, the researcher believes that these recommendations will help to further reduce the audit expectation.

Danilo Cordova Apablaza and Izmee Che Ismael

Abstract

The research project was carried out to add value to "Furnace restaurant and Bar" generating a business opportunity. The strategy is to develop the creation of a central kitchen that delivered catering service and the support of the kitchen of the restaurant. The focus is on making a health and safety plan that ensures the delivery of safe food from this new central kitchen. The set of this measures have the objective of increasing the business for the company. Furnace restaurant is located in Hamilton city and belongs to Lawrence group which is at the top of the hospitality business in the city.

With the objective of getting relevant information, quantitative and qualitative methods were executed to carry out this research. The literature review and the collect of secondary data were essential to gather information. As a part of the professional practice, the investigation started to collect the primary data from the work placement. The direct observation was essential in the area of production of safe food as a result of their health and safety plan. To complement a questionnaire was developed for followers of the social networks of the restaurant in the context of catering service to understand their preferences on food, service, and expectations. This valuable information can be useful for marketing strategies to promote the catering service from the new central kitchen. The research project found that is vital the creation of the health and safety plan in food production to eliminate any risk of foodborne poisoned that can transmit some illness to people. On the other hand, the survey gave the general preferences of people who hire a catering service. The creation of a new central kitchen comes to increase the business for the restaurant. The main points of the research project are on the invention of a modern central kitchen that provides catering service, establish a health and safety plan to ensure the production of safe food and the identification of the potential customers of this service.

Md. Aqib Hassan and Izmee Che Ismael

Abstract

In retailing, consumers typically patronize multiple outlets. Two potential avenues for increasing customer share are to raise customer satisfaction and increase repeat purchase. This study examines the effects of customer satisfaction through implementing innovative marketing strategy and online marketing. Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. In the context of customer relationship marketing, customer satisfaction is often viewed as a central determinant of customer retention. However, the few empirical investigations in this area indicate that a direct relationship between these constructs is weak or even non-existent. That is the reason businesses always try find different ways to keep in contact with the customers.

This article involves a critical examination of the online marketing, customer profiling and the development of a more comprehensive strategy to attract customers. To provide further variety of choice for the customers, you will see that I have also introduced an international aisle.

You will see that the result provides positive support for introducing online marketing and separate international aisle at PAK'nSAVE (Mill Street) to improve customer satisfaction.

Cavina Baretto and Peter Alexander

Abstract

Building a good “Brand image” plays a vital role in any of the business. Brand image is a key factor which helps to enhance profitability and retain old customers. This report examined the various factors influencing customer perceptions of a Brand which are price, quality, packaging, advertising, reference by others and convenience. Quantitative research have been conducted to measure the current brand value of Hell pizza. Forty respondents were selected to know the current brand value of Hell Pizza and to give some feedbacks. The findings are highlighted in the form of charts and tables. Primary as well as secondary data have been chosen under consideration. Based on the observations and survey results various recommendations are given. With the help of this research the company can implement the recommendations to improve the brand image of Hell pizza and overall increase the customer base.

Guanjie Peng and Bill Grant

Abstract

The purchase of property is a complex process of decision making by expensive cost, rare buy, hazard, high self-expressiveness, and mindfulness among purchasers of huge contrasts among the options. Purchasers are extremely specific about the property qualities that they are mulling over, in this manner, offering ascend to contrasts in trait inclinations among them. In this unique situation, property showcasing can be hazardous if developers do not have an adequately entire photo of purchasers' inclinations for such attributes. The goal of the research is to explore the key variables factors influencing decision making on property purchasing in New Zealand. 100 questionnaire survey forms that are printed for 100 respondents to fill. The results of the research indicates a

positive relationship between the financial factor and the process of decision making. The other two factors house feature and location also has a positive connection of the decision making. The condition of neighbourhood is less relative but still important. Other factors such as the price of property, age of house and park area are some factors that are analysed in this report. There are some recommendation for the developer to make market plan and strategy related with these results and analysis for the organisation development.

Lokesh Balachachander Balasubramanian and Ogechi Okoro

Abstract

Flight delays are frequent nowadays and it causes major loss for Air New Zealand. The research analyzed various authors views that contributed to the flight delay in Air New Zealand. The delay in flight is directly related to the operation timelines. Air New Zealand should be able to precisely project for their capacity, to avoid congestion in the airports. The flight distance, season, weekday, arrival time and the time spacing between two successive arriving flights are found to contribute to the arrival delay. The main aim of the paper is to analyze various other factors involved in Air New Zealand such as incompetence of aviation systems, inefficiency in handling bad weather, miscommunication between team members, failure to meet aviation rules etc. The weather conditions are found to be the most significant factors that influence the arrival delay due to the destination airport. In the light of this, this study employed the use of secondary research method to collect the various factors that contributed to flight delay in Air New Zealand.

Hannah Fielding and Ahmed Saleh

Abstract

The New Zealand (NZ) property market is “booming” with over-inflated house prices (Norton, 2017). A shortage of housing exists in the market, struggling to meet the extensive demand of population growth. With large numbers of property transactions in the market making significant untaxed capital gain, property is a desirable investment (Helm, 2014). Untaxed capital gain is a key election topic for NZ in the 2017 general election (Duncan D. G., 2016)

The impacts on the housing market include; population growth, housing shortage, taxation policy and the general election. The aim of this research was to understand the specific impact of capital gains taxation policy on the New Zealand housing market, considering the other fore mentioned impacts.

NZ has inconsistent tax policy around housing, specifically capital gains taxation (CGT) (Cheng, 2010). Current tax policies impact the housing market, however these policies vary across NZ legislation and focus on tax policies to control investors in the market. The key legislation for the housing market is The Income Tax Act 2007 and The Taxation (Bright-Line Test for Residential Land) Act 2015.

When considering the impact of tax policy on the housing market, it is recommended that the NZ Government implements a tax working group to assess the entire taxation system in NZ. A specific focus should be applied to capital gains tax policy and creating impact on the housing market. Any solution needs to create a balance of impact between investors and members of NZ communities.

Umashankar Ramalingam and Peter Alexander

Abstract

GFK is fourth largest research company in the world and located across all the continents. With the turnover of £1500 million revenue is the one of the most successful company. GFK New Zealand has been facing segmentation problem in which the company is failing to target the right customers to provide their services. With the help of literature study undertaken which comprises of various thoughts of scholars explaining the difficulties on segmenting the market. The basic problems such as defining the segment carefully, failures occur on the segmentation, competitor growth, no proper message, no proper evaluation are some of the few problems which affect the nature of successful segmentation. The aim and objectives have been framed to create a solution for GFK to target their customers . To have the deep understanding of the market segmentation and associated knowledge a questionnaire has been created. From the questionnaire, many essential findings have been found with the help of literature study which is a possible solution for the objectives framed. Few solutions such as evaluation of segmentation method and a crafty message should be assessed by the company to achieve successful target market in NZ.

Satinderpal Singh Sidhu and Geoffrey Mather

Abstract

The Liquor Retail industry in New Zealand is highly fragmented and controlled by strict government rules and regulations. With the growing competition and challenges, the retailers are facing problems in retaining customers and their loyalty. From my 3 years work experience at Thirsty Liquor Raglan, I came to a conclusion that cost leader is very hard to improve the sales revenue. But the chances of growth in sales revenue with Differentiation strategy are more. Thus, the study examined the various methods by which Porter Differentiation strategy can be applied to the Thirsty Liquor Raglan store to increase the sales revenue. The business external and internal environment has been analysed using SWOT (Strength, Weakness, Opportunities and Threats) and PESTLE (Political, Economic, Social, Technical and Legal) tools. The social context of the business is explaining the direct, indirect and replacement competitors. The literature review covers primary research on the following topics such as Porter's three generic strategies, sales revenue methods, challenges in liquor business and case study of previous similar project. The Porter generic theory explained that how and why differentiation is linked to retail business. The sales revenue covers methods to calculate revenue from sales, and explains the major circumstances in a liquor business. In case study similar survey and results related to report has been discussed. Several methods like Interviews, surveys and observations are carried over as secondary research platforms. The results and key findings then aligned with primary research. The key findings from research are discussed in the report. According to the key findings and research through interviews of business expert –owner and National manager, observations of competitors and customer survey the sales of the Raglan liquor store can be improved with some of the unique features like Store layout, better deals, expansion of store, supplier support, active social media and buying an another liquor store.

Karamvir Singh and Bill Grant

Abstract

This research is conducted on a small store called Good Morning Dairy, which is located at five cross roads, Hamilton. The research includes some comparisons between small stores and supermarkets and rules followed by them in its literature review while introducing the business background. It also includes the findings, reviews of customers and their mind set about the shop. Which are further calculated results and their findings and conclusions and recommendations depending upon the research and customer survey.

Siheng Zeng and Beverly Taylor

Abstract

It is an indispensable fact that a successful startup business must efficient in developing its diversification and innovation for market. Every business owner has think about and effective management system to grow the business successfully. It is important to know what challenges the startup faced to avoid some troubles. This purpose of this research is considering some factors about how to make a startup business growth successful. For gaining enough information, this research will use secondary research to collect some materials related to this research. Many factors need to be consider, including diversification, innovation, effective management system,sales, costs control,promotion,after sales and investment. Hamilrom is a startup business and will be an example of this research. The researcher will analyze the advantages and weakness of Hamilron, combining with some theory frameworks, in order to offering a more innovative and strategic structure for the future growth of Hamiltron.

On the other hand, the leader of Hamiltron have to motivate people and ensure employees to follow the business through the uncertain business development, usuallywhere business members are required to sacrifice a lot of things such as life balance, salaries and so forth. Finally, there are some recommendation will be provided to help the startup become better.

Jian Guo and Izmee Che Ismael

Abstract

Nowadays many non-profit charitable organizations are confronted increasing pressure in raising funds due to the decreasing participants and donation. There has been also too many charitable organisations seeking funds through whatever means. However, comparing with most charity events, DGR Hamilton, a motorcycling charity event, gained remarkable success in its inaugural year (2016) in Hamilton. And the wonderful event experience of participants is the reason behind the success of DGR.

Therefore, the components that contribute to people's event experience are various and complex. For figuring out how to make the charity events different from the rest and creating a better event experience for participants, the researcher reviews the theories related to the definition of event design and components of participants' event experience, then applies Rossman's event mapping theory on DGR 2017, Hamilton to outline elements that the event organizer uses to influence the participants' experience. A questionnaire is developed for checking the effects of these elements from rider's feedbacks to explore a detailed understanding of the success of DGR and identify critical factors that could be used for future improvement in DGR and other charity events.

Distinguished Gentlemen's Ride (DGR) Hamilton, 2017. A ride to help save men's health. Gentlemen (and gentle folks) got together for fun, socializing together and for charity. This report will show our great successes.

Faaria Hassan and Deniss Yeung

Abstract

The purpose of this research is to find out on customers satisfaction from the Burger King customers of different age groups. The researcher main aim is to find out the information on the different age group of customers and if these customers are satisfied with the service and quality of food at Burger King 134 Ward Street Hamilton.

To carry out this research primary method was used. In this research close – ended were used to collect data from the customers at Burger King 134 Ward Street Hamilton. In this method 100 participants of different age groups were selected for answering the close – ended questionnaires survey. The close ended questionnaires were created to find out which age groups of customers are frequent users of Burger King, which gender prefers Burger King the most, and what are these customers view points on customer satisfaction

at Burger King. During the research all the ethics procedures were taken into consideration. Finally, when all the results were out then a final complied using all the customers feedbacks which were given by the customers of Burger King. In this report, some of the key points are also suggested for Burger King which can help solve problems and also these suggestions could be added to the future goals in Burger King.

Sarbjee Kaur and Geogrey Mather

Abstract

The purpose of this research is to study and analyse the internal and external structure of Ultimate Clean Ltd, where I do work. We have put concentration on background of the company in the starting. This information is followed by aim and scope of research, which shows that what is the research question and what is scope of our research. After that Literature review is elaborated under five main subheadings. These subheading gives us deep information about the literature of organisation structure, competitive advantage.

After that, Organisational context with internal and external analyse of the company is given which highlight the strengths, weaknesses, threats and opportunities of the company. Some external factors like political, economic, social and legal, are also discussed in this report.

Then some information is given for method of research that why we use it, where and when it is used. Some limitations are also discussed in this report of method.

After this, result section comes. In this section, we discussed deeply about the answers of customers, employees and employer. We prepare a discussion of the result and conclude it wisely.

In the end, some recommendations are also given to improve organisational structure of Ultimate Clean Ltd. We suggest a new structure for the organisation to develop within company to have a good competitive advantage in market place. A big list of references is also given in the end of this report.

Gurpreet Singh and Ogechi Okoro

Abstract

Purpose of this research is to find how Frankton fresh organisation can increase the profitability with the help of matching demand and supply. Moreover, which activities they can do to improve supply and demand. There are some major findings of this research which help to give improvement in this organisation. The main findings are how they manage inventory system, shortage of staff, order process, and distributor strategy. This is important part of this research because organisations get an idea about the changes which they have needed to give to maximize the profitability. Time is running fast and this is a cut throat competition. Every time and every organisation want to give changes to get improvement in business. So in this research, there are some recommendations for organisation, like improvement in inventory system, proper air ventilation system, hire more experienced staff, and proper pricing updating in system.

Rohit Ranjit and Laksan Attanayake

Abstract

Inventory management is the efficient technique to manage the stock, oversee and control the stock. The project is conducted to investigate the impact of inventory management on performance and customer satisfaction of vaping business in New Zealand.

The manager or an employee (hereon referred as a respondent in the report) from 18 random vaping companies of New Zealand with their sales and stock values are selected for the study. A questionnaire has been developed, designed and distributed as an instrument and the information was gathered and analysed for the research.

The information was collected from different sources such as books, article, journals, reports and different websites. For the purpose of data analysis, Pearson's correlation and regression analysis are used. The response provided by the respondents of different

companies are rated in the scale from 1 to 6 and analysed and has been presented using quantitative analysis technique and graphical charts. The result shows that there is a strong positive relation of inventory management with company's performance and customer satisfaction.

Moreover, it can be noticed that the inventory must be ordered as per their proper requirement as the improper inventory management can result in excess or shortfall of inventory which effects both sales and customer satisfaction level of the company.

Ramita Gupta and Geoffrey Mather

Abstract

The purpose of this research project is to study and analyse that how Countdown Cambridge's business strategies are fulfilling the customers' requirements. Having a wide range of products variety and gluten free items as well are the crucial elements to increase the productivity and sales too. The aim of the research is "Whether Countdown Cambridge's edge is sustaining its competitive position". A distinct research has been carried out to understand the current situation, SWOT analyses, competition and promotions. For business growth, research plays a significant role. The purpose of Strengths, Weaknesses, Opportunities and Threats put prospective impact on the success of Countdown. When problems or crisis, find out the Countdown's main motive is to ascertain the best conventional method that is necessary to be practised in store for enhancing the customer base. Key findings suggested that customers visit more because of promotions and products variety. Results indicate that customers are very happy to shop in Countdown due to friendly environment and the best customer services as well. But few customers want some changes or improvemnets in store. If Countdown resolves customers' issues as earlier as possible, it'll increases the customers' faith and customer retention also. These are the best recommendations to be taken into account to improve the drawback and overall productivity.

Sam Kansra and Deniss Yeung

Abstract

The whole paper is discussing the effective customer relationship management in the New Zealand Labour Hire Company and the organization wants to implement a CRM policy for managing good relation with the customers. For this particular reason, this research process has been initiated and through this survey or research, a smooth evaluation could be obtained easily on this particular matter. Different activities have been done for getting a suitable evaluation on this particular matter. First of all, different primary sources have been gathered for judging the whole issue in a significant and efficient manner. 40 respondents have been selected here for understanding their perception over this particular issue. At the end of the discussion, it could be stated that effective CRM would be highly necessary for managing all sorts of activities in New Zealand Labour Company

Heyao Wei and Priscilla Davis-Ngatai

Abstract

With a long time operating experience in the healthy fast food industry, the business of Sian Sushi has built up a strong brand image among the healthy fast food industry. The product offering in the business including various sushi and set meals, and each person in the business has a deep sense of organisational value and mission in committing to providing the food with high quality and superior customer service.

The aim of the research refers to identify the competitive advantages of Sian Sush in the healthy fast food industry and several areas are related to the research aim including PESTEL Analysis, Porter's Five Forces Analysis, Value Chain Analysis and VRIO analysis. A combination of qualitative and quantitative analysis has been used. The target market of the Sian Sushi has been identified, as well as the perception and satisfactory level of customers towards a series of specific aspects of the Sian Sushi has been gained, also the particular thoughts from interview participants regarding the research aim can be figured out clearly.

It would recommend for Sian Sushi to develop several effective competitive strategies and make full use of current capabilities to gain more competitive advantages in the healthy fast food industry. Also, it would necessary for Sian Sushi to make some changes in terms of the collection of customers' feedback aim to improve the business performance and effectiveness accordingly.

Karanpreet Bedi and Deniss Yeung

Abstract

Customer satisfaction is an emotional reaction or an overall attitude towards the service/ product providers considering the difference between what customers expect and what they actually received at the time of fulfillment of their corresponding requirements. However, it is very difficult to assess the level of such satisfaction. This report analyzed several factors which directly influence on customer satisfaction such as facilities, service quality, value for money, store location and so on. The quantitative research has been conducted to assess satisfaction. Based on the survey results, recommendations are also provided to improve the level of customer expectations along with desired satisfaction. In this The Bottle-O shop wants to launch their services in New Zealand and for this reason respective organization must have to focus on customer satisfaction issue, so they could be able to manage all kinds of activities properly

Yuan Cheng and Izmee Che Ismael

Abstract

This research reports that how to help a new company set up to tackle the local New Zealand market and create their company culture and value. From this report, the new companies can find some useful suggestions and methods about how to marketing and promoting the target market. On the other hand, this study provides an excellent example of how to deal with different culture and values, and how to create the company's own culture and value. The aim of opening Sails Pictures Ltd is not only to making money, but the manager hopes to use marketing to understand, create and deliver Chinese culture in the business community of New Zealand; Hamilton in particular. This report also will give some information about customer relationship management and service marketing which are the critical factors for the company's development. To improve the company's customer relationship management and client satisfaction, this company spent about \$2000 (one year) on purchasing a CRM software, and make it part and parcel of the company. There are five parts about this research; each part has different aims and information. It is imperative to

understand the cultural diversity and values conflict. This report through its literature review is to analyze marketing across the cultures to explain how culture works on marketing. It is good for a new company to understand cultural diversity and strategies marketing. Then, through strategies marketing and service marketing providing some details about how to marketing and promoting of graphic designs works. Finally, there are some discussion and recommendations to Sails Pictures.

Gurjant Singh and Lakshan Attanayake

Abstract

The concept of CSR disclosure of listed companies has a significant interest in New Zealand over the last decades. The international data displays that there is significant relationship between CSR and financial performance of the companies. This current study tries to discover the relationship among sales, PAT and CSR activities by taking the data of 18 listed companies in New Zealand. These 18 companies grouped into two group into two categories as oil & chemical manufacturing companies and food processing & beverages companies which are listed in New Zealand stock exchange. A correlation and regression techniques has been used to find the relationship of CSR with sales and PAT.

CSR is considered as foundation to understand the responsibilities of companies toward the society. Every organization has some responsibilities toward the society. If companies do not meet that responsibilities, they cannot survive and their product cannot be accepted.

The study results shows that there is not significant positive relationship among the Sales, PAT and CSR. There are many other factors that have also impact on the financial performance of the companies.

Diamond Thind and Peter Alexander

Abstract

This whole project based how we attract more customers in a car wash agency in first there is information regarding Espresso car wash what they do what is their strategies and where they have branches. Moving further Aim of research what is the main aim and in which part this project is more concentrated. Furthermore, there is literature review in this sector explanation regarding customer and their behavior and how they play a role to take the company on a path of success moving moreover how marketing influence customers and how marketing helps to attract more customers and what main ways of attracting customers through social media. Additionally, methods to attract more customers in these types of business. Furthermore, methods of research for this project mixed methods is taken and some articles and research over some websites. Addition to this there is survey and results in two questionnaires one for customers, and there is survey from fifty customers, and one survey from employer from this two-questionnaire got information regarding value of company in this country and why customers want to take service from this agency and what problems face by this firm in this city and after there is recommendation how they overcome with this problem, and at the end there is conclusions and references.

Tracey Geyer and Denise Harnett

Abstract

The following research report examined the marketing channels used to communicate information to the public in the 2017 Fieldays. Literature was used to provide a background into the agricultural industry, event industry, marketing, and marketing channels that assisted in supporting the findings of the research. This framework provided a brief outline that assisted in providing the understanding of the marketing channels used by the Society. The research for the report was gained through surveys and interviews. Once identified, the channels were analysed against literature to determine the effectiveness of the channels in regards to communicating information to the public, and raising awareness of the Fieldays event.

Deevyesh Upadyaya and Sukh Deo

Abstract

The research attempts to investigate the sustainability of an organisation. While investigating the sustainability several issues were touched upon in the literature review and the research result and this issues were financial sustainability, Workforce Sustainability which includes sub-issues like labour force, efficiency and effectiveness of the workforce, competition from other source of competition and Potential source of competition that could arise and these issues were investigated by using the research methods tools of qualitative research in which informal discussions with employees of the salvation army were held and observations were made to find out the results of the research. This Research was a secondary research. After finding the results there was an analysis on the research through which a conclusion was drawn and with help of the conclusion some recommendations were put forth. All in all this research has every tools and methods to understand and investigate the sustainability of the Salvation Army.

Shaokai Deng and Deniss Yeung

Abstract

This is a report on how to effectively improve the management of a massage shop in Hamilton. About this massage shop, this is a newly opened shop, located in Hamilton Central Centre, providing up to 10 massage services to its clients. However, the store is facing the threat of lack of operating experience and competitions from the same type of stores. The goal of this report is therefore to find solutions to deal with such as identifying the target markets, analyzing clients through research, finding ways to increase business. There were several significant findings from the survey, including the fact that the primary source of the customer base is those who work in Business, Health and Community, Retail and Personal Services. \$ 40 is the most acceptable amount of spending for respondents, they usually go to the massage shop when there is a health issue with the body, the visit is often weekend, and after work, consumers are eager for quality service, Facebook is ideal Advertising media. According to such this finding, there are several recommendations for the massage shop. First, to find out a target advertising group and use proper media channels. Second, provide a more excellent range of products and have a particular pricing plan. Third, achieve customer relationship management through promotions.

Sonam Mahajan and Peter Alexander

Abstract

Customer satisfaction is one of the key business aspects that helps in gaining huge profitability (Blut, et al., 2015). Hence, in this context, this research project aims at analyzing several aspects of customer satisfaction with respect to Hell Pizza, which deals with making as well as delivering Pizza in New Zealand in the year 1996 in Kelburn Wellington. This particular report also focuses on thoroughly analyzing and exploring the situational as well as internal analysis of specific pizza chain along with the research questions, aims as well as literature reviews. A relevant as well as a comprehensive customer satisfaction theory has been analyzed in the section of literature review. On the other hand, the research methods of this particular research report also aim to be discussed in an effective way.

Sukhjeet Sidhu and Bill Grant

Abstract

This research report shows the different methods of customers buying behaviour. This is a case study on Countdown Supermarket, Orewa (Auckland). In this report shows the different attributes upon them the buying priorities of customer while shopping at supermarket. What is there main reason for shopping at Countdown. So, this is all discussed in this report in a professional manner with a proper research.in this report

Dagang Xu and Sukh Deo

Abstract

This research report will be divided into eight parts: introduction, research aim, problem or question, literature review, research methods, research results, discussion, conclusions, and recommendations. The introduction part will include the background to the research and the organisational context of Newsave Supermarket. The research aim, problem or question part will identify the specific focus of the report that it wants to achieve, which is a basis for all the other parts of the report. The literature review part will be a

discussion of the relevant points from sources that have already been published, which are all the ideas referenced from the used sources. The research methods part will identify how to complete this research, which includes the reasons for the choice of methods how they were analysed. The research results part will describe the results of this research. The discussion part will analyse the results and show how they fit with other research in the area. The conclusions part will summarise the discussion shortly, which connect the analysis with the original research assumption/ problem or question. Last, the recommendations part will provide informed suggestions for solving the problem or implementing the answer to the question, which is not included in all reports.

Deepak Deepak and Ogechi Okoro

Abstract

Café industry is one of the major industry that contributes to the economy of New Zealand. Because of the tempestuous flow of tourists in the country, the organisations has to go through several hurdles to run their business firmly and successfully. The research aims to transverse the supply chain management practices at café industry and the challenges the organisations face while implementing the processes involved in supply chain management.

To find the relevant information regarding the supply chain management at the organisations a survey is conducted with the employees and other members that are linked to the supply chain of an organisation. In the survey the focus was to know about the processes that are involved, factors that influence the cost and demand in supply chain and the challenges in the productivity that the organisation come across while managing. In the research the types of suppliers are researched and the technology used by the suppliers. It is also been surveyed if the methods used by the suppliers are ideal for the organisation or not.

After conducting all the interviews it is deduced that the organisation use appropriate strategies like just in time, training to the supply chain members, multi sourcing of the suppliers, keeping good relations with the supplier that helps the organisation in reducing costs and work for future development of their supply chain management. However it would be more appropriate if organisation buy products in batches and hire more reliable supply chain members to overcome the challenges they face.

Namit Guglani and Bill Grant

Abstract

In this report, different tips and techniques are discussed to increase sale and profit in gas station industry. It also reveals the weak and strong areas of Z energy and status of company in the market. Standards were used to check the gas station preference of people in Waikato. The quantitative method was used to survey people. The total number of survey done in Hamilton, Huntly and Cambridge were 220. The questionnaire consists of 10 question which include introductory and main question. The positive Co relation was found between all the gas station but there is a strong Co relation between BP and Z energy. The Z energy is providing good services to the customers, but it need to introduce the new fuel which is 98 to stay in competition and it also need to decrease the prices of fast products such as energy drinks, pies and water bottles. There are some Strategic and operational changes require to make new customers. The finding will help in increasing the customer visit in the store but at the same time it will cost some money to the organisation.

Taranjot Singh and Geoffrey Mather

Abstract

New Zealand is a beautiful country which is built on the shores of the sea. It is divided into two islands and people from different continents like Asia, Europe and America come to New Zealand to enjoy scenic locations and the natural beauty of the landscapes. They plan their holidays in different locations of the country and like to wander and check out the places in short span of time. Backpacker accommodation is the best choice of stay, as it is economical and easily accessible. Backpacker Central Hamilton (BCH) is one of them.

Making profit is the main motive of every profit-organization. So, every organization has some strategies to be at the top of the game by increasing their revenues and growth of the business. The attempt here in this report is to know about the generic business strategies of the BCH- What strategies they have been using in the past, what they are using now and what they will use in future to elevate their profit and stabilize business growth.

This research explains Porter's generic business strategies, Competitive advantage. It shows the difference between Backpackers and Backpacker Accommodation. Many people have a biased opinion about the Backpacker and in this research, an attempt is made to understand the operational and executional strategies of backpackers mainly BCH.

In this project, the data is collected through a structured questionnaire completed by customers as well as employees of BCH. The data is also collected by interviewing the manager at the premises. Three employees filled the employee questionnaire and twenty-six customers filled the questionnaire. The data is thoroughly analyzed.

The study findings revealed that BCH is using differentiation strategy to beat their competitors and to heighten their profits. The employee survey demonstrates the changes they made to their organizations, these are favorable for the business.

The suggestions and recommendations for business success and prosperity are also mentioned at the end of the report by investigating, evaluating and analyzing all the data. These suggestions and recommendations can help the business to increase or maintain a stable profit in the market.

Dijin Li and Peter Alexander

Abstract

A New Zealand clothing wholesale and retail company is known for fast fashion clothing for all. They operate two stores with a significant online presence. The organisation has a unique position in local clothing and now faces challenges of online shopping presence and brand awareness amongst the competition. The organisation is requiring preparation for the future.

Cindi O'Sullivan and Ahmed Saleh

Abstract

The accounting profession has evolved over time in accommodation with factors such as organisational growth, technological advances and the furtherance in what enterprises need from accountants. These factors, among others, have contributed to a need

for change. One of the most important changes believed to be seen in the accounting profession is in the information systems technology advancement. Systems now have the ability to revolutionise the way accountants do business and is an important topic when firms are in the process of selecting which system is best suited for their practice.

While there are many differences between Big Four and small accounting firms, is the particular accounting system used one of them? This research will look at the evolution of the profession and how this has contributed to the need for change. It will also look at the top systems used in New Zealand accounting firms and analyse the differences in large and small scale firms in order to determine factors contributing to the speculated difference in systems used.

The research will follow qualitative research method analysis with secondary source data collection. Literature published by other researchers will be analysed in order to distinguish trends and discrepancies to support the research topic. The literature obtained will contribute to the research problem of identifying why firms need to change systems and the reasons why one system is selected over another.

The research aim is to develop a framework that will identify the key considerations that should be acknowledged in the decision process of selecting a system. This framework will aid organisations in their process and provide guidance on the type of system that is deemed to be best suited for their practice.

Fei Wang and Deniss Yeung

Abstract

NewSave supermarket is a Chinese supermarket in Hamilton, New Zealand. So far, the major customer base of NewSave supermarket is Chinese. However, relying on a single customer base will not be able to meet the future development of NewSave

supermarket. The main purpose of this paper is to expand and retain customer base for NewSave supermarket, and through understanding and analyzing the buying habit and product preference of local customers such as Kiwi. Results indicated that the advertising platform and the form used by NewSave supermarket cannot effectively attract the attention of local customers. Likewise, local customer believe that environment and product quality are two very important elements of supermarket. However, the results indicated that the environment and product quality of NewSave supermarket does not make local customer feel high satisfied. In addition, according to the research results, to improve product differentiation competitive advantage can not only help NewSave supermarket to save costs, but also can help NewSave supermarket to rich product varieties, to adapt the needs of more local customers, and then to expand and retain customer base for NewSave supermarket.

Astrid Guicherit and Ahmed Saleh

Abstract

This research paper reports on forensic accounting related skills, knowledge, and experience currently in demand by New Zealand employers. By researching what criteria are looked for in a potential candidate when placing online job advertisements with specific search sites. The literature review looks at the state of accounting education in general and where it is possibly heading with specialised areas such as forensic accounting. The literature review also looks at the emerging role of the forensic accountant. The aim of the research is to answer two questions regarding forensic accounting. In what capacity does forensic accounting take place, and what criteria need to be met for job seeker wishing to enter the field of forensic accounting. The research is conducted by collecting relevant online job advertisements over a specified time and qualitatively analysing the information gathered. Results showed that in New Zealand forensic accounting aspects are being integrated into existing fields like auditing and finance, more than strengthening the more specialised field of forensic accounting on its own.

This report recommends that further research needs to be done, specifically for New Zealand, as not much material seems to be available. Also for further study to be conducted into whether the skills and knowledge employers are looking for can be taught in tertiary education to provide a faster entrance into forensic accounting field as a profession.

Manvir Singh Kalkat and Bill Grant

Abstract

The main objective of this research report is to identify new strategies, different promotional tools, installing new technology and CRM is useful for improving sale and customer service in Domino's. I have done my research report on Domino's Mill street, Hamilton. Organisational contexts are providing knowledge about its strength and weakness as well as the literature review topics are giving information about improving customer satisfaction in Domino's. There are various issues which I found during my research and my work observation in Domino's such as few promotional material old technology based equipment and few strategies for improving business and customer services. Adding more to it, during my report I used qualitative method because it covers huge variety of practice and ideas. Further, I did interviews and questionnaires for the collection of data and during my questionnaire 50 people were involved and it was related to customer satisfaction. Besides this, I also used Domino's official website because it gives extra information about its history. Additionally, during my findings and discussions, I found that there are few promotional tools and need for more employees. Besides this, in recommendations, there are various strategies and different ways which can be used for improving sale and customer satisfaction in Domino's Mill Street, Hamilton.

Puneet Sharma and Sukh Deo

Abstract

The operation of small-scale businesses has become increasingly important in New Zealand within the past decade. Several government programs have led to a push towards self-owned entrepreneurial endeavors throughout the country. One of these small businesses, is Silverdale Produce Planet (SPP) on Silverdale Road in Hamilton, New Zealand. After observations, it was noted that there was an extreme need for a new strategic approach to increase the customer base at SPP which would lead to an eventual increase in profit. In order to prevent further loss of business, this project used literature review outlining the important processes and operations involved in small-businesses centered around fresh produce, mixed research methods which was made up of both qualitative and quantitative parts, and lastly data analysis, to compile a list of best strategies tailored to SPP. These strategies consisting of pricing and promotion, waste management systems, customer retention techniques, and partnerships, can be implemented by SPP management to observe a notable increase in business and overall profitability.

Nabin K C and Geoffrey Mather

Abstract

The main objective of the study is to determine the feasibility of opening a new liquor store in one of three potential locations in Hamilton city. The study will primarily look at the literature review with respect to any one of three-liquor store feasibility studies. It will follow the four analysis processes proposed by the literature to conduct the feasibility study of the three potential liquor stores locations. Financial analysis, Market analysis, organizational or technical analysis, and competition analysis which are made through a literature review and finally, the results of the analysis are determined through primary research and the literature review. Main consideration is given to the competition in the respective areas because they need to be examined. Theoretical knowledge and personal observance is correlated to find a viable solution for the business set up. In the findings, it has been conclude that five cross road location is the best to set up a new business based on analysis and research. There are some areas where researcher needs to focus are covered under recommendations.

Manpreet Kaur and Peter Alexander

Abstract

The purpose the research report is to attain and measuring the information about the customer satisfaction on Vege King. The writer aim is to avail proper knowledge about Vege King and gather the data on customer reviews on services of Vege King.

The researcher used a primary method which involves questioner survey on customers. For questioner survey total 30 respondent are participated and this survey was conducted after ethical approval from every respondent. Such information was collected to analyse the market positioning of the shop and what are customer's reviews towards Vege King. The research information was identified into gender, which clearly describe how many percentages of male and female visit Vege King. Further, in the research questioner the researcher defines the management's involvement and customer service and many other different characteristics had been clarified in the report.

At last, after the completion of findings in the final report the writer identifies the conclusion and suggestion on Vege King. Moreover, the report recommended some ideas for making more improvements and changes to the shop. Such suggestion would helpful for the management in future.

Haiwen Ye and Bill Grant

Abstract

Organisation customers were surveyed. Based on the result, the store usually attractive medium income and medium to high income customers. There are 34% people's annual income around \$50,000 to \$80,000. Medium income group have 26%, and people who have more than \$80,000 annual income are 23%. The lower income level which is less than \$30,000 having 17%. Most of customers are highly like to come back which is 66%. 20% people deemed they are likely to come back to Sian Sushi. However, still have 14% customers highly unlikely to come back. Therefore, there is the further research to understand why those consumers are highly likely and unlikely to come back Sian Sushi. Most highly likely people deemed the reason why Sian Sushi can attract them to come back include three main points: taste, quality, and customer service. The product quality has the most satisfaction (94%), followed by the

customer service (74%). Finally, it is the taste (69%). This shows that Sian Sushi should maintain the superiority such as product quality, in order to sustain the customer loyalty program. However, people who highly unlikely to come back Sian Sushi because of expensive price, poor facilities, and unattractive signboard. Especially in the field of price that is too expensive, which is 63% are highly unlikely. In terms of facilities, people generally think that the seats and tables are little bit old, and the music is not suitable at all. This shows that Sian Sushi may need to make some changes to retain customers. For example, the price can provide discount, replacement facilities and signboard.